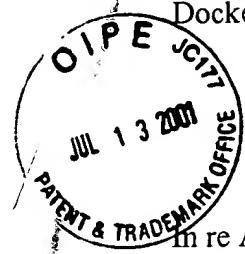


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brief  
7/26/01

Docket No.: 38188-382

PATENT



**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**In re Application of**

Alan K. GORENSTEIN

Serial No.: 09/766,636

Filed: January 23, 2001

## For: SYSTEM AND METHOD FOR COMPOSITE CUSTOMER SEGMENTATION

RECEIVED

JUL 17 2001

*Technology Center 2100*

## PRELIMINARY AMENDMENT

Commissioner for Patents  
Washington, DC 20231

Sir:

Prior to examination of the above-referenced application, please amend the application as follows:

IN THE SPECIFICATION:

Please amend the Title on Page 2 as follows:

Delete the word **Consumer** and insert the word ~~Customer~~ in its place. The title should

read as: SYSTEM AND METHOD FOR COMPOSITE CUSTOMER  
SEGMENTATION